RJ REYNOLDS

TOBACCO COMPANY

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April 10, 1997

RJR Account #«SIS»
«NAME»
«ACCOUNT»

JUNE DORAL B2G1F / PROMOTION #700272

Dear «GREETING»:

DORAL B2G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as **«SKUS»** skus of B2G1F Displays (Item #525101) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B2G1F UPC Code	#/ (6M) Cases B1G1F
Full Flavor Box	12300-24065	**«STYLE1»**
Light Box	12300-24066	**«STYLE1»**
Full Flavor 100	12300-24063	**«STYLE1»**
Light 100	12300-24062	**«STYLE1»**

DISPLAY DETAIL
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 3 PRE-SLEEVED B2G1F DEALS, PLUS 1 LOOSE LIVE PACK.
EACH DISPLAY CONTAINS 7 WHITE CARTONS OR '21 B2G1F OFFERS'.
THIS EQUATES TO 49 LIVE PACKS PER DISPLAY TO BE BILLED TO RETAIL.
IT IS STRONGLY RECOMMENDED THAT YOU PLACE 1 ADDITIONAL LOOSE LIVE PACK INTO EACH DISPLAY; *THIS WILL ENABLE YOU TO BILL RETAIL @ 5 CARTONS PER DISPLAY, RATHER THAN 4.9 CARTONS PER DISPLAY.*

«PO»

Product / Premium Arrival:	**May «SHIPDATE», 1997**
Ship Date to Retail:	**Week of: May 19, 1997**
SKU CUBE :	**0.9960**
SKU WT (w/o Product):	**1.7200 lbs**
Retail Sales Offer per Sku:	**21 Offers**

Billing per Sku:
5 Savings Cartons (if additional live pack is added to Display)
4.9 Savings Cartons (if additional live pack is NOT added to Display)

EFT $ Amount:	**$«EFT»**
Non-EFT $ Amount:	**$«NONEFT»**

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Source: https://www.industrydocuments.ucsf.edu/docs/mlgn0000

PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*.
UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST*.

PLACE INTO EACH DISPLAY:
* 7 CARTONS OF FOUR DIFFERENT DORAL BRANDSTYLES (2 CTNS/ 2 CTNS/ 2 CTNS/ 1 CTN)
  BRAND STYLES: DORAL FF BOX / DORAL LT BOX / DORAL FF 100 / DORAL LT 100
* 1 ADDITIONAL LOOSE LIVE DORAL PACK (ADD PACK ONLY IF BILLING @ 5 CARTONS PER DISPLAY)
* ONE COPY OF THE ATTACHED BLUE 'RETAILER LETTER'

EACH DISPLAY WILL CONTAIN 21 B2G1F OFFERS, AND EITHER 7 OR 8 LOOSE LIVE PACKS.
(7 PACKS IF ADDITIONAL LIVE PACK IS NOT ADDED BY DIRECT ACCOUNT;
8 PACKS IF DIRECT ACCOUNT DOES ADD AN ADDITIONAL LIVE PACK).

RETAILER WILL PLACE THE LOOSE LIVE PACKS INTO ON-HAND INVENTORY.
(THE ENCLOSED 'RETAILER LETTER' EXPLAINS THIS)

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to **$«PYMT» («CASES» (12M) case(s) @ $14.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: «CC»
Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Retailer Letters (blue copies)

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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